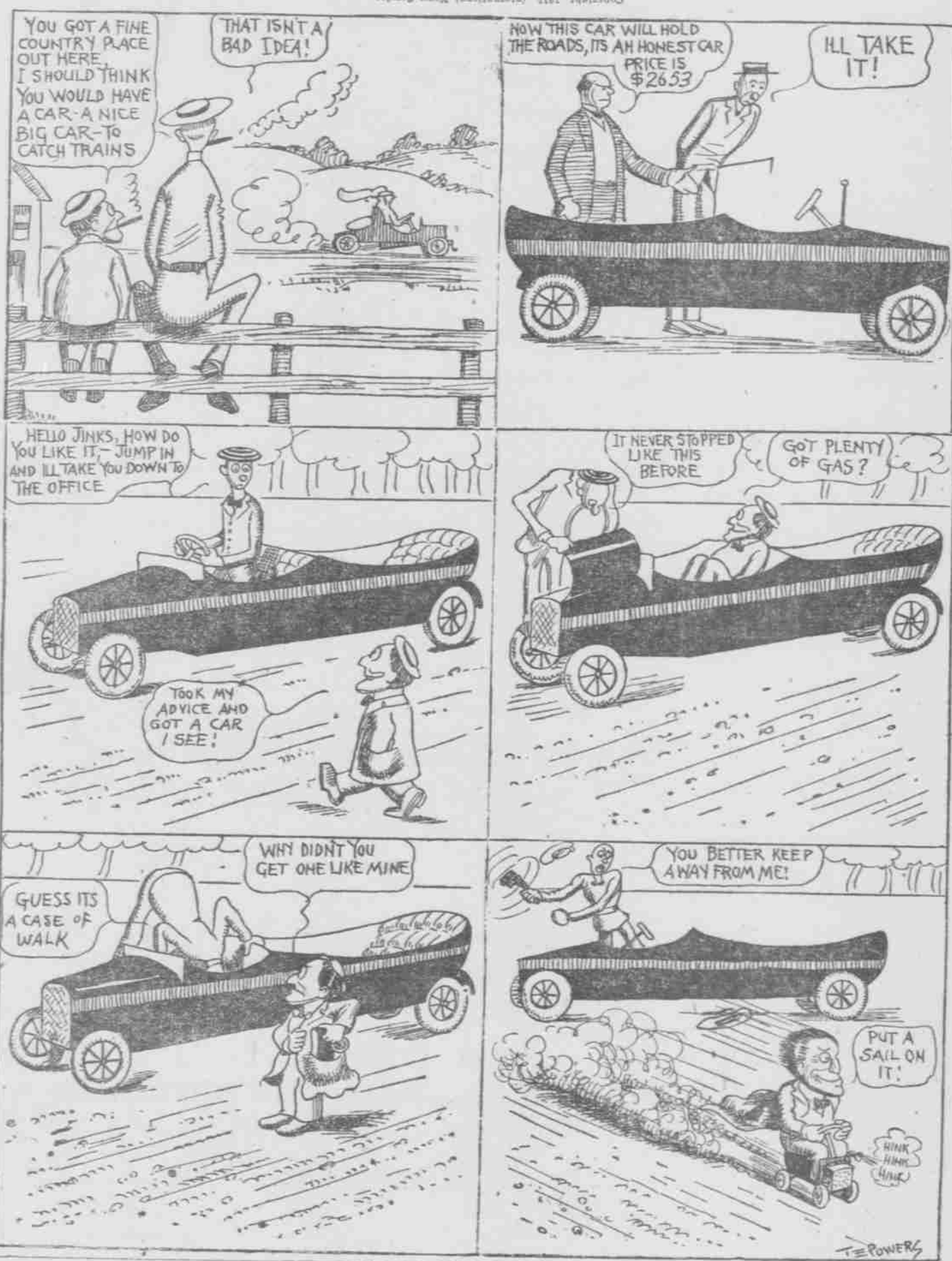


IT TAKES A FLIVVER TO GO BY POWERS



STANDARDIZATION OF LAWS, NEED; "SAFETY FIRST" HAS BEEN SUCCESS

J. J. Cole Advises Motorists to Heed Present Traffic Laws; Favors Use of Dimmers on City Streets; Regular Examination of Cars at Stated Intervals Is an Excellent Precaution.

BY J. J. COLE.

EVEN before the advent of the motor car it was found necessary in practically every community of any size to make rules and regulations governing the use of the streets for the safety of the public at large. With the coming of the motor car and the corresponding increase in traffic, additional rules were needed to properly care for the conditions which arose, and these rules have become as diversified as the geographical positions of the cities which originated and strove to enforce them.

The standardization of these various laws which govern the movement of traffic in American municipalities seems to me to be of vital importance and the only practical method of solving the present traffic difficulties. It not only will simplify the problems of the tourist, but as the standardization of the motor car makes it possible to give additional strength to the safety first movement.

Should Standardize Regulations. How difficult it is for the tourist who travels by motor car from one city to another to be compelled to follow a variety of rules which form the standard of efficiency, might just as well be standardized. It is discouraging, indeed, for the touring motorist—and the number is increasing enormously each year—to find that he is the unconscious transgressor of the regulations of another city simply because he is ignorant of any change in the rules; for the law does not recognize ignorance as an excuse.

With the traffic regulations standardized these difficulties would be eliminated and the cause of safety further advanced. Out of wide experience the big cities of the United States have created, revised and enforced rules which are the foundation stones of the "safety first" movement, assisted by the Safety First Federation of America. This federation keeps in constant touch with those cities which enforce traffic regulations and give its full cooperation toward bettering conditions wherever possible. In a recent report in which the traffic rules were discussed with 39 of the large cities, it is shown that a majority are awake to the situation and have well defined plans as to the laws and ordinances needed to increase the safety of the public.

Favor Traffic Squads. Twenty-nine of the fifty cities favor regulations compelling street cars to stop on the "near" side of the street. Twenty-seven see the necessity of compelling all vehicles to carry lights at night. Forty-six would have the traffic officers control pedestrians at street crossings, while 43 favor the construction of safety zones in the street proper. Rules pertaining directly to the motor car also are discussed and 35 cities favor the plan which compels automobiles to stop while street cars are discharging or taking on passengers. Twenty-three demand that rules enforcing the dimming of bright headlights be put in effect and 24 favor a periodic examination of motor-propelled vehicles. This latter rule is an excellent one in that it safeguards the public from the careless or reckless motorist who fails to make sure that long and hard service has not weakened those parts which if broken while the car is in motion might mean the destruction of life and property.

Drivers, Not Cars, Responsible. In this connection the supreme court of Vermont, in handing down a decision says: "There is nothing inherently dangerous about an automobile any more than about an axe." From this statement it can be seen that the court feels that the driver of a motor car, just like the wielder of an axe, is the responsible party, in that he must exercise proper care. The same application may be made to the street car or any other mechanical means of conveyance. The growth of the "safety first" movement during the last two years throughout the United States has been amazingly rapid and comes as a surprise to those who have not kept in close touch with the campaign first inaugurated by the Northwestern railroad and then taken up and advanced to its present efficiency by the Safety First Federation of America.

Contrary to precedent and custom among motor car manufacturers who distinguish their products by placing nameplates or combination name and trademark plates on the radiator, the new Cadillac "eight" carries simply a coat of arms. The name Cadillac does not appear in this device, nor is there anything in its design to indicate the name of the car or its maker. Therefore it is unique among the insignia ordinarily used as marks of motor car identification.

The coat of arms is that of Antoine de Mothe Cadillac. This French explorer, under special commission from King Louis XIV, of France, founded in 1701 a settlement on the present site of Detroit. The little barricaded village in the forest grew eventually into the city which is today the center of the automobile industry. When the Cadillac company was organized, the name Cadillac was adopted as representative of Detroit, and the coat of arms of Sleur Cadillac was selected as the company's trademark.

This is the first time the heraldic device has been used by the Cadillac company in this manner, and the fact that it carries no name has been widely commented upon in automobile circles. Detroit was the pioneer city in making and enforcing traffic regulations, but others did not await results from the city of the stars. Traffic regulations were made suitable to each city's needs and conscientious effort put forth to improve them as the need was seen. Gradually the entire population of the country is learning that those in vehicles and those on foot have equal right at street intersections, and that these rights are being protected. Between intersections the street belongs to the vehicle, just as the sidewalk belongs to the pedestrian, and the acknowledgment of these rights will eliminate the danger of accident in a great degree.

"Keep to the Right." First in the campaign for safety came the slogan "keep to the right," which, next to the caution, "stop, look and listen," is one of the oldest rules of the road. As traffic increased the need arose for regulation. Systems were devised and the autocart of the street took up his station at each busy corner. The traffic officer, while at first not understood, is now not only obeyed, but also appreciated. The people have come to realize that his sole duty is to protect them and to facilitate their movement.

Live Up to the Law. It becomes apparent, when one considers the question of safety from its various angles, that no one man or set of men or officials can keep the traffic safe; that responsibility lies with the many. The owner of any car or vehicle has a certain responsibility as well as its driver. The municipalities must do their share by creating the proper regulations, while the local authorities must see that they are obeyed. Until that time when traffic regulations shall have become standardized throughout the country, it behooves us all to live up to the present rules, or only by the complete co-operation of all concerned can the "safety first" movement reach its highest state of efficiency.

A dollar saved by buying goods produced elsewhere is a dollar thrown at your neighbor's birds.

COAT OF ARMS IS CADILLAC NAME PLATE

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The Best Tube under all conditions and guaranteed one year.
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401 Myrtle Ave.

Impressive Record Made In Portland

One and one-half ton truck No. 2125, operating in Portland, Ore., wholesale grocery. Monthly summary from daily service records for June, 1915:

Days in service	28
Days out of service	None
Trips	144
Customers served	353
Load in pounds, delivered	237,824
Days when helper was used	2098
Mileage	1,174
Gallons of gasoline	191
Plats cylinder oil	94
Grease, pounds	4
Incidentals	0
Daily averages from above:	
Number of trips made each day	5.17
Customers served per trip	2.46
Customers served per day	8.51
Total weight delivered in pounds	14,699
Weight per trip in pounds	2,628
Miles traveled	42.30
Miles per trip	8.11
Average distance between customers in miles	1.24
100 pound miles	8,320
Gallons of gasoline	6.83
Miles per gallon	119.06
Average daily cost	\$5.72
Cost per 100 pound miles	.0029
Cost per mile	.1458

ARIZONA BUYING MANY CARS NOW

Oakland Agents All Report Prosperous Conditions in Neighbor State.

"Automobile trade conditions in the southwest are excellent," said A. H. Elmore, general manager of the Oakland Auto Sales company. "We surely cannot complain of business conditions for the orders have been piling in faster than we can deliver the cars, though I must say that our factories are doing wonders and are keeping fairly good pace with the orders."

W. B. Bidwell, of the Oakland sales staff, has been in Douglas for several days with J. E. Hood, the Oakland agent there, and reports very encouraging sales, having placed several "sixes" and a "eights" at Douglas and other cars in Blaine. "Conditions at these points are reported as being in A1 shape," said Mr. Elmore. "All lines, and by that I mean general business as well as automobiles, are making an active showing and this same condition of affairs is reported from Phoenix and Tucson by Richardson & Co., our agents in that territory. They have ordered carload shipments for their branches at Tucson, Phoenix, Globe and Prescott. Mr. K. H. Lines, Pima, Ariz., was in the city this week and drove back an Overland "six" demonstrator, leaving his order for five more cars, and he reports excellent conditions in his district. I believe that the whole of Arizona is now enjoying prosperity. Mr. Kelly will handle the Graham county territory. While here

he heard that a strike in the Safford district had been settled and expressed the opinion that there will be untroubled prosperity in Graham county. "In the New Mexico territory, we are shipping carloads of Oakland to several dealers. Russell getting five machines, R. T. Piner, of Big Springs, five, and the Del Rio agent five, in addition to a carload which was delivered recently. Alpine got five machines and ten were unloaded in El Paso this week but all except one speedster will have been delivered by Monday night. Business locally seems to be more than usually active, the demand for commercial cars in particular indicating an optimistic spirit among the merchants. The Jitsu company has added another I. H. C. truck to its fleet of nine, the others being insufficient to handle the big business being done. We will receive a carload of trucks on Tuesday and three more carloads within the next fortnight."

USE PUMP ON LEAKS. Moderate inflation and immersion in water will not always test an inner tube for slight leaks. It pumped up as full as it will stand without bulging at any point and hung up for 15 hours a leak will show results if there be one.

LOUISVILLE SPEEDWAY. Louisville, Ky., is the latest candidate for speedway honors. Plans are being laid for a two-mile wood-surfaced track, on a plot of 300 acres which has already been secured. The cost of the track will be \$250,000.

These are the points that cover the essentials of what you want in your car—

- 1—Great Strength with Light Weight
- 2—High Speed with Great Power
- 3—Low Center of Gravity with Usual Road Clearance
- 4—Flying Wedge Lines with Least Wind Resistance
- 5—Economy with Luxury

You will find them all in the Oakland and in no other car.

Oakland

deserve your most careful inspection. Let us show you the power, the convenience, the car satisfaction that is waiting for you by a ride in the Oakland. We are ready anytime.

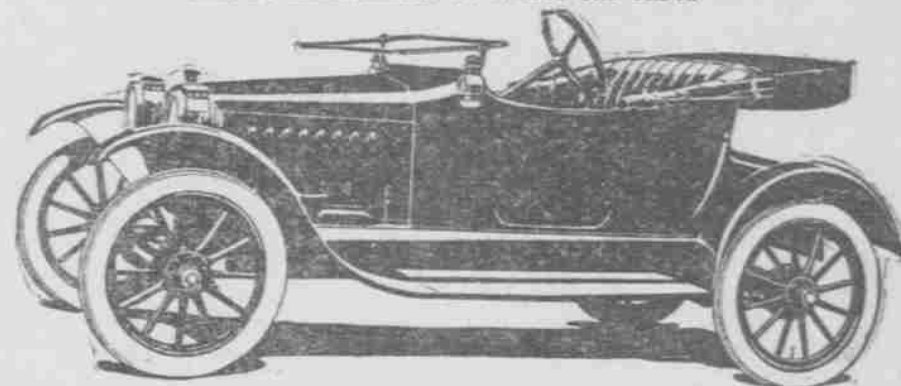
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2100 pounds
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Saxon Roadster \$395

Costs less to own than horse and buggy
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New Series Saxon Roadster

Three speed transmission
New body—handsomer, roomier
Improved high speed motor

Timken axles, front and rear
Signal lamps at sides
Ventilating windshield
Adjustable pedals

These and a score of other refinements feature the New Series Saxon Roadster. It is a bigger and better car. It is a greater value than ever before.

The three speed transmission provides increased flexibility. Saxon roadster is the only car in the world under \$400 with this great feature. Timken axles are acknowledged the best made. The extra set of side lights, the ventilating windshield and the adjustable pedals are conveniences you will readily appreciate.

It has beauty—the handsome, well finished streamline body in the latest automobile fashion—the only really good looking low priced car today.

It has economy—Saxon Roadster is today, as always, the most economical car ever built. It makes 30 miles per gallon of gasoline—100 to 150 miles on a pint of oil—3500 to 5000 miles on a \$7.95 tire.

It costs only half a cent a mile to run. Therefore, it is the world's economy champion—for no other car can equal this average. Come and see it.



"Four" Roadster with detachable Coupe top Delivery Car \$395 455 295

"Six" Touring Car \$795
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